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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/809,110	03/16/2001	Ryuichi Matsukura	1405.1038	8919
21171	7590	12/11/2007		
STAAS & HALSEY LLP SUITE 700 1201 NEW YORK AVENUE, N.W. WASHINGTON, DC 20005			EXAMINER FILIPCZYK, MARCIN R	
			ART UNIT	PAPER NUMBER
			2163	
			MAIL DATE	DELIVERY MODE
			12/11/2007	PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

AK

**Office Action Summary**

Application No.

09/809,110

Applicant(s)

MATSUKURA ET AL.

Examiner

Marc R. Filipczyk

Art Unit

2163

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --****Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 01 October 2007.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-26 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-26 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 09 March 2007 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All    b) ☐ Some \*    c) ☐ None of:
1. ☒ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |                                                                                                                                  |                                                                                         |
|----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892)                                                                 | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                                             | 5) <input type="checkbox"/> Notice of Informal Patent Application                       |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)<br>Paper No(s)/Mail Date <u>11/9/07</u> . | 6) <input type="checkbox"/> Other: _____                                                |

***Response to Amendment***

This Action is responsive to Applicant's response filed October 1, 2007.

Claims 1-25 and new claim 26 are submitted. Claims 1-26 are pending.

To expedite the process of examination Examiner requests that all future correspondences in regard to overcoming prior art rejections or other issues (e.g. amendments, 35 U.S.C. 112, objections and the like) set forth by the Examiner that Applicants provide and link to the most specific page and line numbers of the disclosure where the best support is found (see 35 U.S.C. 132).

***Claim Rejections - 35 USC § 102***

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claims 1-26 are rejected under 35 U.S.C. 102(e) as best as the Examiner is able to ascertain as being anticipated by Handel et al. (U.S. Patent No. 6,195,651).

Regarding claims 1, 2, 5, 7, 8, 14, 22, 23 and 25, Handel discloses a product information system and method comprising (fig. 10A, 1020 and 1070):

additional information management means (fig. 10A, 1020, col. 30 lines 41-55) for storing in an additional information database, additional information (1040) for individual product information of a product information database (1080) and storing user profile related information (fig. 10A, 1010, 1020, 1030, 1060) set by an information provider (items 1020 and

1070 col. 29, lines 35-50), and used as a display parameter for selecting the additional information (fig. 10A, 1020, 1030, 1050 and 1070 col. 29, lines 35-62 and col. 30, lines 44-45, *link*);

(Note: via integrator 1020 and supplier's server 1070, the database 1050 links databases 1030, 1040, 1050 and 1060 with supplier databases 1080; see col. 30, lines 43-45)

product information presentation means for presenting basic information for the individual product to a user from the product information database (fig. 10A, 1010, 1020 and 1080);

profile information acquisition means (fig. 10A, item 1020, 1060) for acquiring profile information of the user (fig. 10A, 1010 and 1060) receiving basic information for the individual product (fig. 10A, items 1070 and 1080);

selecting the additional information for the individual product basic information presented to the user (1030 and 1040) based upon comparing the acquired user profile information with the user profile related information used as the display parameter set by the information provider in the additional information database (1030-1060, **1030** and **1060** and col. 30, lines 3-8, 27-31 and 37-41); and

additional information presentation means for presenting to said user (fig. 10A, 1010) the selected additional information together with the presented basic information of the individual product (fig. 10A, 1010, 1040 and 1080, see also associated text).

*(Note 1: for example, the additional information may be product rating and price)*

*(Note 2: Handel also discloses updating information regarding changes in data by using an awareness machine, see fig. 24, items 2430, 2436, 2446 and 2448, and related text)*

Regarding claims 3, 4, 6 and 9, Handel discloses the profile information acquisition means conducts wireless communication with a user terminal storing that user's profile information to acquire the user's profile information (fig. 17, items 1710, 1730 and 1750).

(Note: identification of a user is inherent from a user profile)

Regarding claim 10, Handel discloses a product information management server manages a profile database (fig. 10A, 1060 and 1020, and col. 34, lines 35-38).

(Note: merchants trying to provide a service to the user further imply they manage the profile)

Regarding claim 11, Handel teaches a customer management server (fig 10A, 1020) interconnected with said product information server (fig. 10A, 1070) manages a profile database (fig. 10A, 1060, and col. 34, lines 35-38).

(Note: the profile gateway server receives all requests for profile information from the user himself)

Regarding claims 12 and 13, Handel discloses product information server (fig. 10A, 1070) manages said additional information database (fig. 10A, 1040).

(Note: server 1070 manages 1040 along with server 1020)

Regarding claims 15-19, Handel discloses a java applet for displaying information, accepting text input (col. 8, lines 35-61), and managing text messages (fig. 11, items 1111-1122).

(Note: for more detail also see agents on col. 35 lines 38-61)

Regarding claims 20 and 21, Handel discloses an order procedure accepting product orders from user terminal (fig. 10A, items 1090 and 1010).

Regarding claim 24, Handel discloses the additional information display parameters comprise one or more of age, occupation or user sex (col. 29, lines 23-50), and wherein the additional information is recommendation information (col. 29, lines 36-39).

Regarding claim 26, Handel discloses the additional information is selected and presented to the user during the presenting of the individual product basic information upon using a cursor (figs. 10A and 14, col. 29, lines 35-41 and col. 32, lines 43-65).

*(Note: intelligent agents assist user in providing product advice (additional information) upon a recognition that the user is interested in a particular product or service)*

### ***Response to Arguments***

Applicant's arguments filed on October 1, 2007 have been fully considered but they are not persuasive. The arguments and responses are listed below.

Applicant argues that the amended claims overcome enablement and indefiniteness rejections and requests that the pending rejection with respect to this matter be withdrawn.

Examiner agrees. Applicant has successively amended the claims to overcome the enablement and indefiniteness rejections.

Applicant argues on page 12, that the difference between Handel and the claimed embodiment is that “a recommended product for each user is displayed with an additional message of “recommended” to each user”.

Examiner disagrees. Handel discloses databases 1030 and 1040 are part of an intention network (col. 30, lines 28-31) which store all the related information to the intention of the user such as advice, personalized content and product ratings, among other things (col. 30, lines 37-41). Each intention is specific to a particular user (col. 29, lines 58-62). Each intention demands services or product information, or both (col. 29, lines 35-38). Hence, a recommended product with a message recommended is displayed to the user.

Applicant argues on pages 12 and 13 that there is no evidence that Handel teaches “selecting the additional information... based upon comparing the acquired user profile information with the user profile related information used as the display parameter set by the information provider in the additional information database”.

Examiner disagrees. Referring to fig. 10A, Handel discloses a customer (1010) acquiring basic information from a supplier (1070 and 1080) while a server (1020) uses the customer's profile (1060) along with the supplier's product information (1070 and 1080) and other information (1030 and 1050) to select information for the customer consisting of **additional information for the desired products** (1040 *product ratings, col. 30, lines 38-41*), based on the

supplier and customer profile databases (1030, 1040 and 1060). This additional information is later displayed via the user browser. Further, the user parameters are stored in the customer profile database comprising personal preferences and history (col. 30, lines 41-65).

To illustrate a practical implementation of Handel, let us assume that user profile 1060 exists for "John" and includes that he is a businessman who likes to ski. John is interested in a trip and looks at a number of ski resorts and types of skies (data in 1080). In the mean time, intention network (1020 and 1030) use and derive intention steps to determine areas of interest and find products that fulfill the intention of "going skiing". In this case, a number of luxurious ski resorts are obtained with preferred ratings that suit John according to his profile along with brand name skies (1040, additional database). Note that this step includes selecting the additional information (1040) based upon comparing the acquired user profile information with the user profile related information (1060 and 1030) used as the display parameter set by the information provider in the additional information database (1040) and product information (1080, see col. 30, lines 3-8, 27-31 and 37-41).

With respect to all the pending claims 1-26, Examiner respectfully traverses Applicant's assertion based on the discussion cited above.

### ***Conclusion***

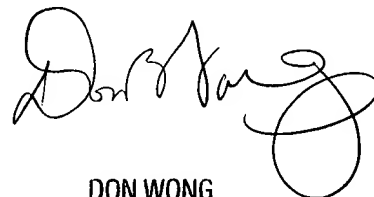
**THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).



A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Marc R. Filipczyk whose telephone number is (571) 272-4019. The examiner can normally be reached on Mon-Fri, 8:30am-5pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Don Wong can be reached on 571-272-1834. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.



DON WONG  
SUPERVISORY PATENT EXAMINER  
TECHNOLOGY CENTER 2100

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MF  
December 4, 2007